

ORDER



Orders
Order / Rev: 703376
Alt Order #: 06257801
Product Desc: DFND JSTCE FR PLTCS
Estimate: 1545
Flight Dates: 10/16/12 - 10/22/12
Original Date / Rev: 07/30/12 / 10/23/12
Order Type: Political

Primary AE: Aaron Ashe
Sales Office: T-WAS
Sales Region: NAT

Agency
Name: New Media Firm, The/ POL
Buying Contact:
Billing Contact:
 1322 G Street SE
 Washington, DC 20003

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser
Name: Defend Justice from Politics
Demographic: A35+
Product Codes: IS-Issue/Non Ballot
Priority: P-2
Revenue Codes: AGY, GEN, POL

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/22/12	18	\$42,700.00	\$36,295.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	18	\$42,700.00	\$36,295.00	0.00
Totals	18	\$42,700.00	\$36,295.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Aaron Ashe			Start Of Order - End Of Order	100%

Order Share

	Share	Total
WTSP-TV	18%	\$42,700.00
Market	100%	\$237,222.22

Competitive Share

	Share	Total
CABLE	0%	\$0.00
UNKWN	0%	\$0.00
WFLA	17%	\$40,327.78
WFTS	22%	\$52,188.89
WMOR	7%	\$16,605.56
WTOG	4%	\$9,488.89
WTTA	3%	\$7,116.67
WTVT	25%	\$59,305.56
WVEA	0%	\$0.00
WWSB	4%	\$9,488.89
WXPX	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
1	WTSP	10/19/12	10/19/12	M-F 5-530p 5-530p 10 News	CM	5-530p	----F--	:30	1	\$1,100.00	P-2	0.00	NM	1	\$1,100.00
10 NEWS-5PM															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	----F--			1			\$1,100.00		0.00			
2	WTSP	10/22/12	10/22/12	Letterman Late Night with David Letterman	CM	1135p-1237a	M-----	:30	1	\$1,400.00	P-2	0.00	NM	1	\$1,400.00

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 Estimate: 1545

WTSP-TV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
14	WTSP	10/16/12	10/16/12	M-F 4-5p Dr. Phil	CM	4-5p	-T-----	:30	1	\$1,600.00	P-2	0.00	NM	1	\$1,600.00
MILLIONAIRE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/15/12	10/21/12	-T-----		1		\$1,600.00		0.00					
15	WTSP	10/16/12	10/16/12	M-F 530-6p 10 News at 530p	CM	530-6p	-T-----	:30	1	\$1,100.00	P-2	0.00	NM	1	\$1,100.00
10 NEWS-5:30PM															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/15/12	10/21/12	-T-----		1		\$1,100.00		0.00					
16	WTSP	10/16/12	10/16/12	7-730p Wheel of Fortune	CM	7-730p	-T-----	:30	1	\$5,200.00	P-2	0.00	NM	1	\$5,200.00
WHEEL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/15/12	10/21/12	-T-----		1		\$5,200.00		0.00					
17	WTSP	10/17/12	10/17/12	M-F 5-530p 5-530p 10 News	CM	5-530p	--W----	:30	1	\$1,100.00	P-2	0.00	NM	1	\$1,100.00
10 NEWS-5PM															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/15/12	10/21/12	--W----		1		\$1,100.00		0.00					
18	WTSP	10/17/12	10/17/12	7-730p Wheel of Fortune	CM	7-730p	--W----	:30	1	\$5,200.00	P-2	0.00	NM	1	\$5,200.00
WHEEL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/15/12	10/21/12	--W----		1		\$5,200.00		0.00					
													Totals	18	\$42,700.00